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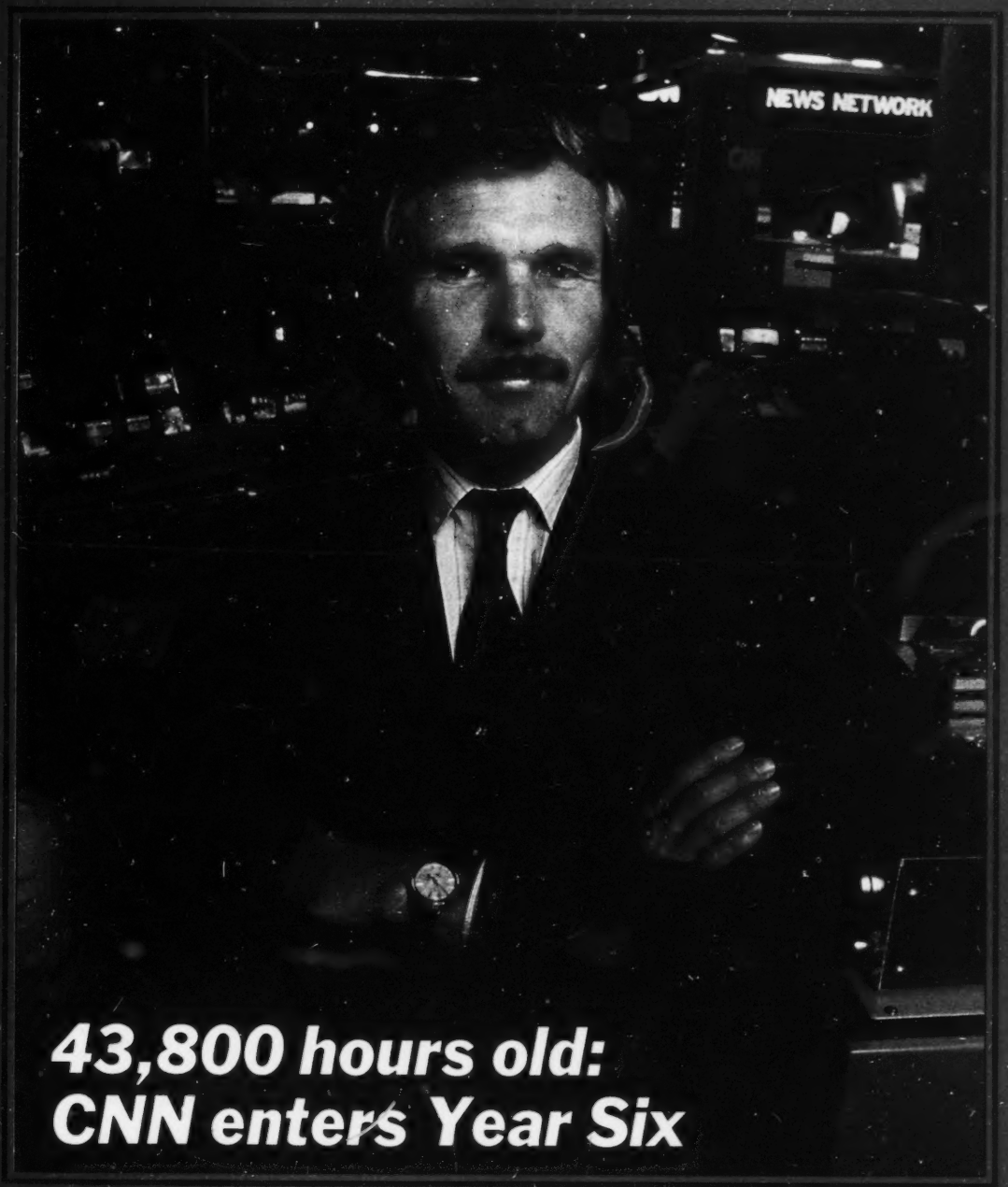
Cable in Europe

- HBO's Fuchs slams pay-per-view as 'industry distraction'
- TCI and ATC in combined bid for Warner Amex
- Studioline set to launch June 2
- Detroit City Council approves Barden scalebacks

CableVision

The news and features weekly of the cable television industry

May 27, 1985



43,800 hours old: CNN enters Year Six

Leading the week...9-27

W-A bid ahead?

With an announcement of the fate of Warner Amex near, it appears a combined bid by TCI and ATC has the inside track.

No go for HBO

HBO Chairman Michael Fuchs ended speculation the service would enter the pay-per-view market when he attacked the cannibalizing potential of PPV.

Concessions in Detroit

The Detroit City Council has agreed to a sweeping package of cable concessions that Barden Cablevision said it needed in order to wire the city. Included is the elimination of some $38 million in grants.

More dishes

A research study says there are twice as many buyers of satellite dishes living in cabled areas compared to two years ago.

More music in the air

Studioline, the second multichannel audio cable service to launch in the past year, will begin satellite transmission of its package June 2.

Divestiture ahead?

Tribune Company's purchase of television station KTLA most likely means the company will have to divest itself of two L.A. area cable systems.

EEO provisions stir debate

Cable industry representatives and minority groups generally voiced support of the FCC's proposed implementation of the Cable Act's equal employment opportunity provisions. Portions of the proposal, however, came under attack by some federal agencies.

CARS procedures streamlined

The FCC has adopted a one-step application procedure for Cable Television Relay Service licenses and amended rules to streamline several CARS requirements.

Turner warns industry

In a Denver speech, Ted Turner warned the cable industry of a threat to its programming resources from broadcast station owners who are moving toward creation of a fourth network.

Porno commission

U.S. Attorney General Edwin Meese has announced the formation of a "Commission on Pornography" which will examine the production and distribution of pornographic materials.

San Diego blackout

In an unusual move, Cox Cable San Diego has blacked out showings of the HBO documentary Acts of Violence because part of the show deals with the tragic slaying of 21 people last year at a San Ysidro McDonald's.

Network viewing down

Viewing of network television affiliates dropped 6.8 percent during the first quarter of 1985.

CBN sets nightly newscast

CBN will launch a weeknight news program as part of its fall season schedule. The half-hour show will consist of a brief news summary followed by an in-depth look at one or two stories.

Scrambled Disney

Disney Channel officials are set to announce plans to scramble the service's signal within three weeks.

Sub list service

A new venture by Saxe Walsh and CableData is aimed at providing cable operators and pay programmers access to detailed and updated subscriber lists.

Relaxed standards backed

The cable television industry has again told the FCC that it should implement its proposal to relax technical and signal leakage standards.

Decision on CRT's fate near

According to sources on Capitol Hill, a decision may be reached this month to alter or get rid of the troubled Copyright Royalty Tribunal.

Back in the spotlight

The controversy surrounding beer and wine advertising reared its head again at a hearing before the House telecommunications subcommittee. Focus of the debate was a bill requiring broadcasters and cable operators to provide equal time for counterads.

COVER STORY

Cable News Network is almost five years old—and still growing. "We've proven our society has an enormous appetite for news at the viewer's convenience," says one CNN official. Associate Editor Simon Applebaum covers the story.

Feature story

The performance of a new system in Great Britain may be a key to the future development of cable television in that country—and Europe as a whole. British journalist Richard Spandler, who covers telecommunications for a variety of publications in the UK, provides an overview of the industry.

Review 28

For Alfred Hitchcock fans, June will be a month to remember. The Movie Channel will be presenting a "film festival" of Hitchcock works, and Robert DiMatteo likes the selections, which include *Rear Window*, starring James Stewart and Grace Kelly.

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Cable figures climb 13 pct.

Network TV viewing down 6.8 pct.

NEW YORK—Viewing of network television affiliates dropped 6.8 percent during the first quarter of 1985 compared with the first quarter of 1984, while viewing of all ad-supported cable rose 13.1 percent in cable households on a weekly, 24-hour basis, according to the latest A.C. Nielsen Co. numbers prepared and released by the Cabletelevision Advertising Bureau.

Total television viewing in cable households, when comparing first quarters 1984 and 1985, declined 2 percent. Time spent viewing cable, however, increased, as did time spent viewing public television. Viewing of independents declined 5.2 percent, while maintaining a 13 share from first quarter 1984 to first quarter 1985 on a weekly, 24-hour basis.

Ad-supported cable shares rose from 20 to 23 during this time. Together with viewing of pay television, cable's share rises to 33 in all cable homes on a weekly, 24-hour basis. In cable households, network affiliates share dropped from 60 during the first quarter of 1984 to 57 during the first quarter of 1985.

In pay households, total cable share—including pays and ad-supported cable—hit 40, compared to network affiliates' 52 share and independents' 13 share. In pay households, viewing to ad-supported cable jumped 15.8 percent, from a 20 share during the first quarter of 1984, to a 24 share during the first quarter of 1985. Viewing of pay services dropped slightly by 2.1 percent, maintaining a 16 share during the first quarters of 1984 and 1985.

For network affiliates in pay cable homes, viewing dropped 7.1 percent; viewing to independents dropped 3.9 percent; and viewing to public television rose 5.3 percent. Total television usage in pay households dropped 1.1 percent.

—Cecilia Capuzzi

Weekly viewing in all cable households

Total Day

	1st Qtr 1983 Hrs: Mins/share		1st Qtr 1984 Hrs: Mins/share		1st Qtr 1985 Hrs: Mins/share		% Change 1984 vs. 1985	% Change 1983 vs. 1985
Cable Services								
Satellite networks	5:14	9	7:13	12	8:25	14	+16.5	+60.8
Superstations	4:15	8	4:49	8	5:12	9	+7.8	+22.2
Total Ad-supported cable	9:29	17	12:02	20	13:37	23	+13.1	+43.5
Pay services	5:59	11	5:56	10	5:59	10	+1.0	0
Broadcast services								
Network affiliates	35:17	63	35:40	60	33:14	57	−6.8	−5.8
Independents	7:25	13	7:57	13	7:32	13	−5.2	+1.5
Public	1:46	3	1:43	3	1:53	3	+9.7	+6.0
Total usage	56:23		59:38		58:27		−2.0	+3.7

Note: Minutes do not sum to total usage due to multi-set households
Source: A.C. Nielsen
Prepared by Cabletelevision Advertising Bureau

CBN sets weeknight newscast, new fall lineup

VIRGINIA BEACH, Va.—CBN Cable Network will launch a weeknight news program this October as an integral facet of its 1985-86 season schedule, service executives have announced.

The half-hour newscast will premiere on a first season budget between $5 million and $10 million. Network officials are considering a proposal to pair it with another nightly half-hour on business and finance stories. Staff and facilities for the operation are still being worked out; those specifics are expected to be finalized over the next two months, officials said.

As described by CBN Cable Group Vice President Tim Robertson, each half-hour will consist of a brief news summary, followed by an in-depth examination of one or two stories. The presentation will be flexible, utilizing mini-debates, investigative reports, live call-in periods and other techniques. On a night-to-night basis, the program will document stories that have a personal impact on viewers, Robertson said.

"We're not trying to compete with the three broadcast networks, CNN or any other news-gathering system," Robertson maintained. "By stressing the impact element of news events, we'll have a niche."

A new crop of off-network series will dominate CBN's fall lineup, primarily supplied by MGM/United Artists and Columbia Pictures. MGM/UA's contributions include *Medical Center*, *The Courtship of Eddie's Father* and *Daktari*, while Columbia will be represented with *The Farmer's Daughter* and *The Wackiest Ship In The Army*. CBN also will co-produce and carry new episodes of MGM/UA's *Kids Inc.*, a children's musical series that will enter its second broadcast syndication season this fall.

Series with a wilderness adventure theme will be highlighted on CBN's 8 p.m. family hour. Joining *Born Free*, *Lassie* and other off-net programs will be *The Campbells*, a new Canadian drama, and *Butterfly Island*, a four-hour miniseries produced in Australia. CBN will run *Butterfly* this September and is in negotiations on additional episodes.

Other new features include *Doris Day's Best Friends*, a pet care/variety series half-sponsored by Kal-Kan Foods, and coverage of the U.S. horseshow jumping circuit.

Convinced that advertisers need to quantify their cable audience data beyond standard criteria, CBN will distribute results of a research project on the demographics and psychographics of its viewers to agencies last next month, Robertson said. Some 300 CBN subscribers participated in the study, which was conducted by network staff in consultation with ASI Research. The study also surveyed 700 cable households for their interest in a CBN-like service.

—Simon Applebaum

Film product comparison—June

Film	Pay Networks					Distributor
Adam's Woman					MAX	Warner Bros.
All Fall Down					MAX	MGM/UA
Alligator			TMC*		(MAX)	Cinema Signal
All Night Long			TMC*			Universal
All the Right Moves					MAX	20th Century-Fox
Amateur, The					MAX	20th Century-Fox
Americana			TMC			Crown
Amityville Horror, The	HBO				(MAX)	Orion
Amityville: The Demon	HBO				(MAX)	DDL
Amityville II: The Possesion	HBO					DDL
Angel, My Love					MAX	Film Gallery
Anna to the Infinite Power		(ST)		HTN*		Film Gallery
Arabian Adventure					MAX	AFD/EMI
Bachelor Party	HBO	ST	TMC		MAX	20th Century-Fox
Bananas	HBO		(TMC)		(MAX)	MGM/UA
Battle Beyond the Stars			TMC*			Viacom
Beach Girls, The			TMC			Embassy
Beastmaster, The	HBO	(ST)			(MAX)	MGM/UA
Beat Street					MAX	Orion
Best Years of Our Lives	(HBO)	(ST)	TMC*		(MAX)	Goldwyn
Beyond the Reef					MAX	DeLaurentis
Big Mo			TMC			Wescom
Black Hand		ST	(TMC)			MGM/UA
Bluebeard			TMC			Tri-Star
Boy and his Dog, A			TMC*		MAX	Film Gallery
Brainwaves	HBO					Atlantic
Caged Heat		ST*				Viacom
Cheech and Chong Still Smokin'		ST	(TMC)			Paramount
Clash of the Titans		(ST)	TMC			MGM/UA
Class		ST	(TMC)		MAX*	Albacore
Cluny Brown			TMC			20th Century-Fox
Cold River				HTN		Simcom
Coma	HBO	(ST)	(TMC)		(MAX)	MGM/UA
Come and Get It		(ST)			MAX	S. Goldwyn
Cops and Other Lovers					MAX	Cinema Signal
Crackers	(HBO)	(ST)		(HTN)	MAX	Universal
Cross Country			TMC		(MAX)	New World
Cross Creek				HTN	(MAX)	Universal
Curtains			TMC		(MAX)	Simcom
Damien: Omen II	(HBO)	(ST)	TMC			20th Century-Fox
Danny	HBO	ST				Castle Hill
Dark Crystal, The	HBO	(ST)	TMC		(MAX)	Henson
Dark Places			TMC*			Castle Hill
D.C. Cab	(HBO)	(ST)	(TMC)		MAX*	Universal
Deal of the Century		(ST)		(HTN)	MAX*	Warner Bros
Death Hunt			(TMC)		MAX	20th Century-Fox
Divine Nymph, The		ST				Muller Media
Dodsworth		ST				Goldwyn
Dog Day Afternoon	(HBO)				MAX	Warner Bros.
Down Argentine Way			TMC			20th Century-Fox
Easy Money	HBO*				(MAX)	Orion
Easy to Love				HTN*		MGM
Eddie and the Cruisers	(HBO)			HTN*	(MAX)	Embassy

Tom Selleck and Lauren Hutton star in 'Lassiter.'

Film	Pay Networks					Distributor
Eddie Macon's Run			(TMC)	(HTN)	MAX*	Universal
Educating Rita			(TMC)	HTN*	(MAX)	Columbia
Eighty Steps to Jonah			TMC			Warner Bros.
Elvis That's the Way It Is				HTN		MGM
Escape Artist		ST	(TMC)			Zoetrope
Experience Preferred But Not Essential		ST				Goldcrest
Exterminator, The	HBO					Embassy
First Deadly Sin			TMC*			Warner Bros.
Footloose		ST*				Paramount
Forced Vengeance	HBO		(TMC)			MGM/UA
Friday 13th The Final Chapter			TMC			Paramount
Funny Lady		(ST)		HTN	(MAX)	Columbia
Gandhi			(TMC)	HTN	(MAX)	Columbia
George Washington Slept Here		ST				MGM/UA
Gift of Love, The					MAX	TLF
Girl With Green Eyes, The		ST				MGM/UA
Gizmo		ST				Film Gallery
Glitterdome, The	HBO					Telepictures
Goin' All the Way			(TMC)		MAX	Four Rivers
Gold Is Where You Find It		ST				MGM/UA
Gondola				HTN		TEN
Gorky Park	(HBO)				MAX	Orion
Grand Baby	(HBO)	ST				Rainbow
Great Caruso, The	HBO					MGM/UA
Greystoke: The Legend of Tarzan, Lord of the Apes	HBO	ST	TMC			Warner Bros.
Haircut				HTN		Universal
Halloween					MAX*	CMP
Hambone & Hillie	HBO				MAX	New World
Harry Tracy	HBO				(MAX)	QRT
Heart Like A Wheel	HBO	(ST)		(HTN)	(MAX)	20th Century-Fox
Hemingway Play				HTN		TEN
Hot Stuff				HTN		Columbia
House of the Long Shadows	(HBO)	ST*				Viacom
Huckleberry Finn			(TMC)		MAX*	MGM/UA
I Love You, Alice B. Toklas			TMC			Warner Bros.
Incredible Book Escape		ST				Coe
It All Came True		ST				MGM/UA
Jaws III	HBO		TMC*		(MAX)	Universal
Journey Together		ST				Coe
Kelly	HBO	ST				Paramount
Kentucky Fried Movie			TMC		(MAX)	UFD
Krull	HBO				(MAX)	Columbia
Lady In Red, The		ST	(TMC)		MAX	Viacom
Lassiter	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Last Plane Out					MAX	New World
La Traviata				HTN	(MAX)	Universal
Laura		ST				Group S.
Lenny			(TMC)		MAX	MGM/UA
Let's Spend the Night Together	(HBO)		TMC		MAX	Embassy
Liar's Moon			TMC*			Crown
Life On Earth, Conquest of the Waters	HBO					Warner Bros.
Life of Riley				HTN		Universal
Little Boy Lost		ST				Summit
Little Foxes, The			TMC		(MAX)	Goldwyn
Little Romance, A			TMC*		(MAX)	Warner Bros.
Lonely Hearts			TMC*			Goldwyn
Lonely Lady, The	(HBO)		TMC*		(MAX)	Universal
Man, A Car, A Legend, A				HTN		Filmoption
Man On a Tightrope			TMC*			20th Century-Fox
Man Who Knew Too Much, The			TMC	(HTN)		Universal
Melanie			TMC		MAX*	Simcom
Midnight Madness	HBO					BV
Money on the Side					MAX	Columbia
Moon in the Gutter					MAX	Columbia
Moonlighting				(HTN)	MAX	Universal
Mr. Mom	(HBO)	ST*	TMC	HTN	MAX	20th Century-Fox
My Tutor	HBO				(MAX)	Universal
Nancy Goes to Rio		ST				MGM/UA
Napoleon					MAX	Universal
Nate and Hayes		ST	(TMC)			Paramount
Natural, The	HBO					Tri-Star
Never Say Never Again		(ST)		HTN	(MAX)	Warner Bros.
Noah's Animals	HBO					Telepictures

Film	Pay Networks					Distributor
No Big Deal	HBO	(ST)				Film Gallery
Nine to Five	HBO	ST				20th Century-Fox
Octopussy	HBO	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
O'Hara's Wife				(HTN)	MAX	O'Hara Prod.
Omega Man			TMC			Warner Bros.
Omen, The	(HBO)	(ST)	TMC			20th Century-Fox
One Trick Pony			TMC			Warner Bros.
Osterman Weekend, The	(HBO)	ST*	(TMC)			Davis-Panzer
Outsider, The					MAX	Paramount
Over the Brooklyn Bridge	HBO				(MAX)	Cannon Film
Party, The			TMC			MGM/UA
Piranha II			TMC			Viacom
Playbirds, The					MAX	Private Screenings
Porky's II: The Next Day		ST	(TMC)		(MAX)	20th Century-Fox
Power and the Prize		ST		HTN		MGM
Prince and the Pauper		(ST)	TMC			Tri-Star
Princess and the Pirate		ST	(TMC)		(MAX)	Goldwyn
Professor Wagstaff's Time Machine		ST				Satori
Puff in the Land of the Living Lies	HBO					The My Company
"Q"		(ST)	TMC*			UFD
Quest, The					MAX	Columbia
"Real Glory, The"		(ST)			MAX	S. Goldwyn
Real Life			TMC			Paramount
Rear Window			TMC*	HTN*		Universal
Return of a Man Called Horse		ST*	(TMC)			MGM/UA
Revenge of the Ninja	(HBO)				MAX	Viacom
Revenge of the Pink Panther		ST			MAX	MGM/UA
Rhinestone	HBO	ST	TMC		MAX	20th Century-Fox
Risky Business		(ST)	TMC		(MAX)	Warner Bros.
Romancing the Stone	HBO*	(ST)	(TMC)		MAX	20th Century-Fox
Rope		TMC	HTN*			Universal
Royal Wedding					MAX	Max Musical
Rumble Fish			(TMC)		MAX	Universal
Running Brave	(HBO)	(ST)		HTN		BV
Savannah Smiles	HBO		TMC	(HTN)	(MAX)	Embassy
Scarface	(HBO)	(ST)	(TMC)		MAX*	Universal
Screwballs					MAX	New Horizons
Secret Life of Walter Mitty, The	(HBO)				MAX	S. Goldwyn
Seems Like Old Times		(ST)			MAX*	Columbia
Seven Hills of Rome		(ST)		HTN		MGM
Showbiz Ballyhoo				HTN		TAD
Silver Bears			TMC			Viacom
Silver Dream Racer	HBO		TMC			Almi Dist.
Sixteen Candles	HBO	ST	TMC	HTN	MAX	Universal
Slow Dancing In the Big City					MAX	MGM/UA
Slumber Party Massacre		(ST)	TMC			Viacom
Something Wicked This Way Comes	HBO	ST	TMC			BV
Song Is Born, A		ST			MAX	S. Goldwyn
Sorcerer			TMC			Paramount
Splash	HBO*		(TMC)		(MAX)	BV
Spring Fever			TMC*			Com World
Star Chamber	(HBO)	ST*				20th Century-Fox
Strange Brew			TMC			MGM/UA
Strange Invaders					MAX	Orion
Sudden Impact	HBO*	(ST)	(TMC)		(MAX)	Warner Bros.
Surfacing		ST				Shapiro
Survivors, The	HBO	(ST)	(TMC)		(MAX)	Columbia
Tendres Cousins		ST*			(MAX)	Crown
Ten From Your Show of Shows	HBO					Lee Huber Prod.
Tennessee Champ		ST				MGM/UA
Testament	HBO					Paramount
Tex			TMC			Touchstone
They Call Me Bruce?		(ST)			MAX	Film Ventures
Thunderhead, Son of Flicka			TMC			20th Century-Fox
To All A Good Night		ST				Intercontinental Releasing
Top Secret		ST				Paramount
Treasure In the Caves			TMC			Satori
Trouble With Harry, The			TMC*			Universal
Uncommon Valor		ST*	(TMC)			Paramount
Under the Volcano					MAX	Universal
Unseen, The					MAX	Viacom
Up the Creek	HBO				(MAX)	Orion
Valley Girl	HBO	(ST)	(TMC)		(MAX)	Atlantic
Vertigo			TMC	(HTN)		Universal
Walk on the Wild Side				(HTN)	MAX	Columbia
Warloads of the 21st Century		ST				Viacom
Where the Boys Are					MAX	MGM/UA
White Dawn			TMC*			Paramount
White Witch Doctor					MAX	20th Century-Fox
Wholly Moses					MAX	Columbia
Wicked Lady, The		ST*			(MAX)	Viacom
Witches' Brew		ST*				Viacom
X-Ray			TMC			Cannon
Xtro		ST				Film Gallery
Yellowbeard	HBO			(HTN)	(MAX)	Orion
Zelig	(HBO)	(ST)	MC*			Warner Bros.

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in January, February, March, April, May and/or June.
- An asterisk indicates the film is a carry-over from January, February, March, April, May and/or June.
- In total, 212 films appear on the June schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, three films have played on all five services, 15 films have played on four of the five services, 26 films have played on three services and 64 on two services. One hundred and four were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 35, followed by Universal with 22 and 20th Century-Fox with 18.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	3,660,938	(3/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,093,794	(3/85)
4.	Cox Cable Communications	1,521,667	(3/85)
5.	Storer Cable Communications	1,500,000	(3/85)
6.	Warner Amex Cable Communications, Inc.	1,204,000	(3/85)
7.	Continental Cablevision	1,033,000	(4/85)
8.	Times Mirror Cable Television, Inc.	978,340	(3/85)
9.	Newhouse Broadcasting	910,190	(4/85)
10.	United Cable Television	806,000	(3/85)
11.	Viacom Cablevision	800,000	(4/85)
12.	UA Cablesystems Corp.	713,000	(4/85)
13.	Sammons Communications, Inc.	659,716	(4/85)
14.	Cablevision Systems Development Co.	596,799	(3/85)
15.	Rogers Cablesystems, Inc.	589,357	(4/85)
16.	Comcast Cable Communications	481,000	(3/85)
17.	Jones Intercable Inc.	473,337	(4/85)
18.	Telecable Corp.	453,094	(3/85)
19.	Heritage Communications, Inc.	447 192	(3/85)
20.	McCaw Communications	382,000	(3/85)

Subscriber counts are provided by MSOs to International Thomson Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	256,415	(3/85)
2.	Woodbury (Long Island), NY	Cablevision Systems Development	238,950	(3/85)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5.	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6.	Houston, TX	Warner Amex	185,000	(3/85)
7.	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10.	Tulsa, OK	United Cable	134,989	(4/85)
11.	Cincinnati, OH	Warner Amex	133,000	(3/85)
12.	Englewood, CO	United Cable	125,406	(3/85)
13.	Audubon, NJ	New York Times	123,134	(4/85)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,642	(3/85)
16.	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17.	Erie County, NY	Prime Cable	114,908	(4/85)
18.	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19.	San Jose, CA	Gill Industries	106,724	(4/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.